

REQUEST FOR COUNCIL ACTION

SUBJECT: 2015 Event Schedule

SUMMARY: Staff is looking for direction on possible 2015 events.

FISCAL

IMPACT: Determined by the event and the selected budget.

STAFF RECOMMENDATION:

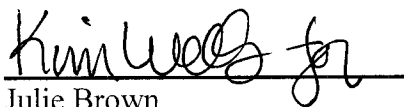
Staff recommends that the City Council review the draft events and provide direction.

MOTION RECOMMENDED:

“I move to approve the following events (insert names here) for 2015 and instruct staff to budget accordingly.”

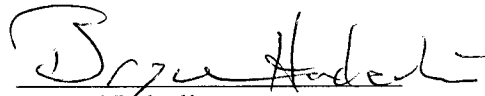
Roll Call vote required

Prepared by:



Julie Brown
Events Coordinator

Recommended by:



Bryce Haderlie
Interim City Manager

BACKGROUND DISCUSSION:

Meet the City, March 4th 6 – 8pm. This event was originally designed to bring transparency to the budget process and to gauge residents' level of interest on a tax increase. We have all departments on hand with displays and information to help residents with any questions they may have. It's a great way to show off new projects or to present difficult projects in a way that is understandable. We also invite local nonprofits and our committees to attend and show off their work, sell tickets and recruit volunteers for their committee. The event brings plenty of scouts looking to earn their citizenship merit badge and approximately 50 – 75 residents.

_____ Yes, let's do this

_____ No, let's revisit next year

Comcast Cares / I Love West Jordan Day of Service, April 25th 8am – 1pm. We have been chosen to be a Comcast Cares location for a second year in a row. Volunteers are a great asset. In the past, we have planted hundreds of trees, tossed thousands of pounds of soft fill and cleaned countless miles of trails. Comcast provides up to \$3,000 in equipment and supplies, T-shirts, breakfast and lunch for the volunteer labor. They also provide a dollar match for each volunteer who participates that the City can donate to a nonprofit of our choice (\$17,610 in 2014). In 2015 they have tasked us with recruiting 2,000 plus volunteers for this day.

_____ Yes, let's do this

_____ No, let's revisit next year

Get Into The River Festival, May 14th & May 30th all day. This event kicked off in 2014 with a trail-long festival through multiple cities. West Jordan was a big location opening up a new tunnel connecting the trail through to Sandy. Conservation Day is May 14th for this festival where volunteers are encouraged to come down to the river to clean up trash, pull invasive weeds etc. For 2015 we would need to recruit and manage all volunteers for this day. On May 30th they would like each city to provide some sort of event or activities drawing people to the trail. They will provide each city approximately \$300-500 for the event. The festival organizers will provide all advertising and promotion.

_____ Yes, let's do this

_____ No, let's revisit next year

Memorial Day Tribute, May 25th 6 – 7pm. The Memorial Day Tribute started in 2008. In the earlier years, we were able to get military support with Apache helicopter displays, Hill Air Force Flyovers and staffing to make the event larger than life. With budget cuts and the federal sequester, it's been difficult to get that type of support. For the past three years, we have put the event on without those items and have kept an audience of approximately 400-500.

_____ Yes, let's do this

_____ No, let's revisit next year

Library Summer Kick-off / Health Fair June 6th 9am – 3pm. If you have grade school kids or grandkids, this is the place to be. With fire trucks, police vehicles, Darth Vader, princesses and plenty of activities for kids, the event attracts up to 7,000 visitors. While the kids play and learn about fire safety, parents can get their cholesterol checked, learn about green waste, city recycling programs and other city services. We also invite our committees to set up a booth and promote their upcoming events and recruit volunteers for their groups.

_____ Yes, let's do this

_____ No, let's revisit next year

Western Stampede PRCA Rodeo, July 2nd-4th, 7 – 10pm. What an event this has become! In 2014 we had our first ever Sold Out rodeo in probably 15 years. With the stock, the cowboys/cowgirls and first-rate entertainment, the Western Stampede has taken the rodeo world by storm. Our new chairman has amazing ideas and is always watching the bottom line to make sure the committee makes smart decisions. This year is shaping up to be another amazing year!

_____ Yes, let's do this

_____ No, let's revisit next year

Independence Day Festival July 2nd -4th, 10am – 10pm. I've had requests from residents to bring back the carnival and requests from regional carnival companies to make the event a success again. In 2012 we stopped holding the carnival for multiple reasons including staffing costs, the element carnivals bring to our city, the number of carnivals already scheduled in neighboring cities, and the type of carnivals available. I've been asked to see if Council would consider sending out an RFP for a carnival and seeing if it's something the city would like to have back.

_____ Yes, let's do this

_____ No, let's revisit next year

Independence Day Parade July 4th, 10:30am – 1pm. We made some changes to the parade last year, which improved the parade flow. We are continuing to incorporate some great suggestions to get our parade to be the best on July 4th! From switching the route direction, adding additional announcer booths, improved staging protocols and actively recruiting more floats to be in our parade, under the direction of our new parade committee, the parade will only get better and better!

_____ Yes, let's do this

_____ No, let's revisit next year

Movie in the Park July 4th, dusk – 10:30pm. This is our only movie in the park. People come early to catch the show while waiting for our Independence Day Fireworks program. Movies are G and PG rated/family friendly shows.

_____ Yes, let's do this

_____ No, let's revisit next year

Fireworks July 4th, 10 – 10:30pm. We will again be going out to bid for fireworks companies to host our Fourth of July show. The show generally runs 28 minutes.

_____ Yes, let's do this

_____ No, let's revisit next year

West Jordan Endurocross mid to late August. There's always fun at the West Jordan Arena when motorcycles and side by sides race against the clock taking on unbelievable obstacles! This event has nonstop action from the moment the horn sounds until the checkered flag waives. Each heat contains contestants from around the region and homegrown enduro athletes. This event was originally presented to City Council in 2012 and approved for a 2013 event. Unfortunately we ran into some issues that made it impossible to do the event. We're ready for 2015!

_____ Yes, let's do this

_____ No, let's revisit next year

West Jordan Demolition Derby early September. Bring your ear plugs and watch powder puff, couples and trucks battle it out in the arena to be the last vehicle moving! Crunching metal, bent wheels and smoking engines are only the start of what can be found at the West Jordan Demolition Derby. Please, no rain or lightening this year.

_____ Yes, let's do this

_____ No, let's revisit next year

TENTATIVE DATE	EVENT NAME	DESCRIPTION	ESTIMATED BUDGET	ESTIMATED REVENUE
Wed, March 4	Meet the City	City Hall open house to allow residents the opportunity to ask questions, see the proposed budget, look at current and future plans for the city, discuss current topics with city employees and council members.	\$1,000	N/A TBD
Sat, April 25	Comcast Cares / I Love WJ Day	Staff works with volunteers on projects to spruce up city-owned areas throughout the city. Projects range from trash pick up to planting hundreds of trees and painting large areas.	\$5,000	N/A TBD
Thu, May 14	Get Into The River Festival	Conservation day. Volunteers come down and work with Jordan River Commission staff to clean up invasive plants etc.	None at this time	N/A TBD
Mon, May 25	Memorial Day Tribute	A one hour ceremony celebrating the lives of heroes who sacrificed for our freedom and liberty.	\$4,000	N/A TBD
Sat, May 30	Get Into The River Festival	A festival from north to south along the Jordan River with each city providing their own activities but promoted as a festival through "Get Into The River" committee.	None at this time	N/A TBD
Sat, June 6	Library Summer Kick Off / Health Fair	Combining with the SLCO Library, the city provides the community a look at all of our services from Police, Fire and Public Works. City committees like the Arts Council and Stampede Committee also spotlight their events.	\$3,000	N/A TBD
July 2-4	Western Stampede PRCA Rodeo	The 61 st West Jordan Western Stampede will be kicking up the dust in the West Jordan Arena. FMX Motorsports will again be doing dare devil flips, spins and jumps during intermission.	\$162,200	Tickets \$105,000 Sponsors \$55,000 Commercial \$2,500
July 2-4	Independence Festival	Carnival in the park. Numerous residents have asked about having a carnival back for Independence Day. Any carnival will require many hours for WJPD, WJFD and parks. Bringing a carnival does not mean we would need to have the entertainment stages or the booths for crafts, commercial or food as in the past.	2012 budget was \$63,000 (did not include staffing cost)	\$10,000- \$20,000
Sat, July 4	Parade	The parade will run South to North on Redwood for 2015. This route provided more safety features for entrants at the beginning and end.	\$7,000	N/A TBD
Sat, July 4	Movie in the Park	Family movie in the park while residents wait for fireworks. This is a big event for many families	\$2,300 (includes screen, sound and movie rights)	N/A TBD
Sat, July 4	Fireworks	Fireworks are a staple for Independence Day. We shoot them from the West end of Veterans Memorial Park at 10pm. It's a 28 minutes show. We have had the same provider with the exact same show for the last three years. We will send an RFP out soon.	\$15,000 (+ \$3,000 for fencing, \$700 restrooms, \$500 mass gathering permit)	N/A TBD
Sat, mid to late August	West Jordan Endurocross	Motor cross meets extreme sports in this loud and fast, action-packed event guaranteed to excite. This event was approved for last year, but we didn't have staffing to solicit sponsors or to work with the promoter in time.	\$36,000	80% sold at \$10 is \$36,000. Sponsors would add more
Sat, September 12	West Jordan Demolition Derby	Hard crunching metal makes its way to the West Jordan arena with powder puff, couples competition and a specialty heat with truck and other crazy inventions they bring.	\$36,000	80% sold at \$10 is \$36,000. Sponsors would add more